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### Broadcast Service of Gardner-Webb University WGWG Announces Transition

Office of University Communications

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# Broadcast Service of Gardner-Webb University WGWG Announces Transition

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Office of University Communications

June 28, 2013

BOILING SPRINGS, N.C. – Later this year WGWG 88.3 FM plans to transition to an exclusive Internet only model of distribution.

WGWG will continue to operate programming daily from the studios located at the Elliott House on 106 Emily Lane in Boiling Springs, N.C. Through online delivery, social media and on-demand programming Gardner-Webb radio will offer content at [WGWG.org](http://WGWG.org), [soundcloud.com/wgwgdotorg](http://soundcloud.com/wgwgdotorg) and additional channels.

Discussions regarding this type of potential transition have been ongoing for several years. Technology has continued to advance for music delivery and on-demand audio programming, and WGWG has been active in that technology. In 1998, [WGWG.org](http://WGWG.org) was launched before many commercial stations made the move to offer an Internet radio stream. WGWG also began offering archived programming in the early 2000s. With the advent of mobile devices capable of playing audio streams, and the potential mass production of smart-dashboards in vehicles capable of the same, the time was right for Gardner-Webb to make this move exclusively to online distribution.

By utilizing the online platform more fully, WGWG officials aim to satisfy their current audience with an eye on expanding their base. “We hope to attract new online listeners as well,” said Jeff Powell, WGWG operations manager. “We also plan to expand the hands-on opportunities for students to learn radio, audio, broadcast announcing, public speaking, and writing.”

WGWG began as a radio club in 1961, and transitioned into FM radio in 1974. [WGWG.org](http://WGWG.org) will continue to offer a variety of music and shows including student/faculty/staff-produced content, Gardner-Webb athletics and original programming produced by community volunteers. During the 2012-13 academic year, 19 students were active in WGWG on the air and behind the scenes. Faculty and staff members are already taking advantage of using [wgwg.org](http://wgwg.org) for their departments and programs through on-air shows available live, on-demand and through social media. [WGWG.org](http://WGWG.org) plans to increase these opportunities as well, and will offer on-demand audio archives and downloads of Gardner-Webb athletics broadcasts.

[WGWG.org](http://WGWG.org) is available on your computer, and on your mobile device with the Tune-in Radio app. On demand programming is available at [soundcloud.com/wgwgdotorg](http://soundcloud.com/wgwgdotorg). You can also find WGWG on Facebook at [www.facebook.com/wgwgradio](http://www.facebook.com/wgwgradio) and Twitter at [@wgwgdotorg](https://twitter.com/wgwgdotorg).

Negotiations are underway with a potential buyer of the 88.3 FM signal and details will be shared when plans are finalized. The studios and the WGWG call letters are not being sold. The only items related to the sale are the FM signal, and the property and equipment located at the radio tower site in Mooresboro. N.C.

More information is available on WGWG by email at [info@wggw.org](mailto:info@wggw.org).

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